(b) Eighteen firms have been registered for manufacture of nicotine Sulphste 40 per cent SL both for domestic use and also for export purposes.

Earning from Telecast of 'Ramayana' Serial

2173. SHRI SHANKER SINH VA-GHELA; Will the Minister of IN-' FORMATION AND BROADCASTING be pleased to state;

(a) the amount earned by Doordarshan on acount of advertisements during each of the last three years and current year and specially from advertisements shown immediateljy before and after the TV serial 'Ramayana';

(b) what are the maximum and minimum rates of the advertisements shown on different timings; and

(e) the norms of telecasting a serial, procedure for obtaining sanction and thek rates?

THE MINISTER OF PARLIAMENTARY AFFAIRS AND THE MINIS TEE OF INFORMATION AND BROADCASTING (SHRI H, K. L. BHAGAT): (a) The yearwise figures of gross collection of revenue on account of telecast of spot advertise; ments and sponsored programmes on Doordarshan are as follows:—

1985-86 . . .Rs. 60-20 crores

1986-87 . , . Rs. 98-32 crores

I'm-"?[1]! . . . R->.136-29 crores

1988-89 . . . Rs. 54.14 crores (unto Jul/'88)

The gross amount earned from the telecast of spot advertisements alongwith 78 episodes of the serial 'Rama-yana' came to Rs. 24.40 crores. In •addition, a gross amount of Rs. 1.35 crores was earned as sponsoveship charge.

(b) The maximum and minimum rate$_s$ for ten-second spot, advertisement telecast on the National Net-work are Rs. 80,000/- and 15,000/- respectively, *i*

(c) Norms for telecast of a se] are that it should promote the bs saocio-cultural values, equal resp to all religions, rejection of viclen etc. It should also project the cultural diversity and help inculc in growing generations the right ctf values, outlook and standar They should also provide enterts ment. All proposals for sponsoi serials are approved by tne Select: Commitee consisting of official s non-Official members. The rates sponsored serials are different a are fixed according to the time si and durations of the programme.

Special Foodgrains Production Pr ramme in Punjab

2174. SHRI HARI SINGH: Will t Mmister of AGR3CLUTURE 1 pleased to state;

(a) whether it is a fact that Gc ernment have selected some distrii of Punjab under its special foe grains production programme for i creasing the production of Wheat ai Paddy;

(b) if so, the money proposed to 1 spent on the above programme; ai

(c) the districts selected for tl purpose?

. THE MINISTER OF STATE IN TH DEPARTMENT OF AGRICULTUR AND COOPERATION IN THE MINK TRY OF AGRICULTURE (SHI SHYAM LAL YADAV); (a) Yes. Si

(b) A sum of Rs. 115.31 lakhs ft rice and Rs. 48.75 lakhs for wheat ha been allocated to the Government c Punjab as grant-in-aid for underts king various measures under the sue cial Foodgrains Production Programme (SFPP).

(c) The districts selected for th implementation of Special Foodgrain